



The Outdoor Gallery, Outback Way is managed by the Outdoor Billboard Gallery Inc

A not-for-profit incorporated association

How you can support us:

SPONSORSHIP OUTLINE

OUTDOOR GALLERY, OUTBACK WAY



PROJECT DETAILS

This inspired project creates exhibiting spaces in the vastness of central Australia.

Exhibiting spaces on billboards to showcase the abundance of creativity our regional and remote artists possess. Developed from a strengths-based community development model combined with artistic thought to innovate and expand the traditional gallery model, out of the walls.

The outdoor setting affords the visitor the journey to the remote site of a deconstructed viewing experience; an opportunity to appreciate the wonder that central Australia can initiate.

A space to encounter talent and confront and challenge perceptions or simply find the elegance, beauty and wonder in the art exhibited.

Emerging global business leadership values describe being able to unlock creativity and commitment by being truly human, showing compassion, humility, and openness. Supporting the Outdoor Gallery, Outback Way is an excellent way to do that, ensuring your company's corporate social responsibility box will make a genuine contribution.

28 artworks mounted on 14 double sided billboards placed along a 110kms section of the Plenty Highway around 170kms east of Alice Springs. A selection of art produced by artists and communities along the 2700kms of road that is The Outback Way will be on display in the grand setting around The East McDonald Ranges, east of Alice Springs. 19 of the 27 artists in the show are Indigenous; and 26 are women.

This project has been funded by a Building Better Regions Fund to establish the initial infrastructure of the billboards for the Outdoor Gallery.

We want to secure the future of this initiative and ensure ongoing exhibitions.

We seek supporters and sponsors to come on board to assist in guaranteeing the future of the Outdoor Gallery and the proposed biannual exhibitions.

Your sponsorship will assist with the annual reprint of the artwork, the management and curatorship of the biannual show.

The Outdoor Gallery, Outback Way will highlight your company or business interest in supporting the arts throughout Australia's big backyard.

We have a range of packages available, please see the following pages for the more details.

Or, if you would like to discuss any further options or ideas about supporting the OBG Inc, please contact the Gallery Director

Mel Forbes: 0409 063 081 or E: info@outbackway.gallery

SPONSORSHIP PACKAGES

SUPPORTER

\$2500

- Your business name listed on the www.outbackway.gallery website- Sponsors Page
- Select up to 3 A3 prints of the artwork in the current 2020 exhibition.
- Naming right of 1 Billboard online
- Tickets to the Outdoor Gallery, Outback Way events
- Sponsorship of 1 Podcast.

SPONSOR

\$10 000 package (3 available)

- Your business name and logo on the www.outbackway.gallery - Sponsors Page
- Your business name included where possible in Outdoor Gallery print media.
- Select up to 10 prints of the artwork in the current 2021 exhibition.
- Naming rights of one (1) Billboard in the Outdoor Gallery.
- Sponsorship of 2 podcasts.
- Tickets to the Outdoor Gallery, Outback Way events

FRIEND

\$30 000 package (3 available)

- Business name and logo on the www.outbackway.gallery website - Gallery Page Header and Sponsors Page
- Your business name included where possible on Outdoor Gallery print media
- 1 of the 3.6 x 2.4m artworks of your choice from the exhibition, upon close of exhibition OR 10 prints of the artwork in the current exhibition
- Naming rights of three (3) Billboards in the Outdoor Gallery online section.
- Sponsorship of 2 podcasts
- Tickets to the Outdoor Gallery, Outback Way events